

## Message Text

UNCLASSIFIED POSS DUPE

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44

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W  
----- 070397

R 041145Z AUG 75  
FM AMEMBASSY NAIROBI  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 4370

UNCLAS NAIROBI 6662

E.O. 11652: N/A  
TAGS: BEXP, KE  
SUBJ: VELCRO INTERNATIONAL LIMITED SALES TRIP  
TO KENYA

REF: STATE A-4487

1. AFTER MARKET RESEARCH ON VELCRO BRAND HOOK AND LOOP FASTENERS FOR KENYA WE FIND IT DIFFICULT TO MAKE CLEARCUT DECISION ON THESE PRODUCTS. SUCCESS DEPENDS ON U.S. COMPANY OFFERING SUFFICIENT TECHNOLOGICAL SUPERIORITY TO OFFSET HANDICAP OF DOMINATION BY COUNTRIES SUCH AS JAPAN, HONG KONG AND WEST GERMANY, THE LARGEST EXPORTERS OF ZIP FASTENERS AND PARTS TO KENYA. AUGUST IS ACCEPTABLE TIME IN TERMS CLIMATE AND PROBABLE AVAILABILITY EXECUTIVES FOR VISITING MAJOR TEXTILE FACTORIES OUTSIDE NAIROBI. VELCO SHOULD BE PREPARED FOR TRAVEL TO THIKA AND KISUMU TOWNS. BUYING UNIVERSE WOULD COUNT SCORES OF SMALL SHOPS BUT THESE WOULD NOT IMPORT DIRECTLY.

2. IMPORTS: IMPORT LICENSING REQUIREMENTS FOR CLOTHING ACCESSORIES INCLUDING ZIPS, BUTTONS AND PANT HOOKS, BARS AND FASTENERS, ARE SUBJECT TO SPECIFIC IMPORT LICENSING FOR WHICH FOREIGN EXCHANGE WILL BE PROVIDED BY CENTRAL BANK OF KENYA ON QUOTA BASIS CALCULATED ON INDIVIDUAL IMPORT FIGURES FOR PREVIOUS YEAR. CUSTOM DUTY ON ITEMS IS 30 PERCENT PLUS A 10 PERCENT SALES TAX. AVAILABLE IMPORT FIGURES FOR ZIP FASTENERS AND PARTS FOR UNCLASSIFIED UNCLASSIFIED

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1974 ARE:

CZECHOSLOVAKIA	\$ 1,047.95
WEST GERMANY	26,081.44
WEST GERMANY (GOVT)	735.92
HONG KONG	88,339.34
JAPAN	206,057.56
SWITZERLAND	3,232.17
UNITED KINGDOM	13,869.69
UNITED KINGDOM	160.22
T O T A L	\$ 339,524.29

3. MAJOR LOCAL MANUFACTURERS: CLOTHING

A. MIDCO TEXTILES (E.A.) LIMITED

P.O. BOX 18160, NAIROBI

B. KEN-KNIT (KENYA) LIMITED

P.O. BOX 142, ELDORET, KENYA

C. SUNFLAG TEXTILE & KNITWEAR MILLS LIMITED

P.O. BOX 41627, NAIROBI

D. THIKA CLOTHING MILLS LIMITED

P.O. BOX 41896, NAIROBI

LOCAL AGENTS AND DISTRIBUTORS

A. CLOTHING AND GENERAL EQUIPMENT

P.O. BOX 46266, NAIROBI

B. TEXTILE INDUSTRY SERVICES

P.O. BOX 11922, NAIROBI

C. PHILIP AGENCIES LIMITED

P.O. BOX 43487, NAIROBI

4. VISIT BY VELCRO REPRESENTATIVE RECOMMENDED, SINCE  
THERE IS APPARENT INTEREST IN KENYA IN BETTER QUALITY  
PRODUCTS.

LINDSTROM

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 04 AUG 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Office:** ACTION AF  
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EO Systematic Review  
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**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** VELCRO INTERNATIONAL LIMITED SALES TRIP TO KENYA  
**TAGS:** BEXP, KE  
**To:** COM  
**Type:** TE  
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